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Commercial Analysis Report - Charlestown, R-42

✓ In an attempt to become more familiar with the nature of commercial activity in Charlestown it was thought best to deal with circumscribed areas of predominant retail use. As a result, not every square foot presently devoted to buying and selling activity is considered in the following analysis, but on the other hand, every square foot of retail use in acknowledged shopping clusters has been included. These clusters represent roughly 90% of all retail establishments in Charlestown.

The study areas are City Square, Thompson Square, Sullivan Square, and a strip along Mill St. (See Map No. 1 for area delineation)

There is a total of 201,000 sq. ft. presently devoted to commercial use in the four study areas. This square foot is shared by 142 separate outlets. Of the four shopping areas City Square contributes the greatest square footage in commercial space; it has almost double the space of its nearest local shopping competitor, Thompson Square.

Each of the shopping areas is weighted heavily with retail outlets, as opposed to service outlets, but the Bunker Hill linear stores edge out by a single percentage point, the Thompson Square shops having the highest proportion of consumer service outlets of any cluster in Charlestown. Although the largest vacant floor space figure appears at Thompson Square, Sullivan Square possesses the greater number of vacant store units. There is a total of 20,530 sq. ft. of vacant commercial space in the four study areas. (See chart No. 1)

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Sullivan Square appears to be, and in fact is, the most depressed shopping center in the GMRP. The construction of the vast highway inter-change at the square in 1952, presumably, was instrumental in the decline of the square as a shopping area. This road improvement virtually cut off the western most residential section of the GMRP from the rest of the community, including of course, isolating it from the shops which had before been so accessible.

City Square caters to a market larger than that of residential Charleston. Many of the eating and drinking outlets in City Square, all of the uniform shops and some of the other shop category draw support from dollars outside the residential neighborhood. (See Chart No 3) The square footage figure was therefore adjusted, from 201,000 sq. ft. to 126,000 sq. ft. of floor space assumed to serve the immediate community. The remaining 75,000 sq. ft. either serves Navy personnel or persons merely passing through City or Sullivan Sq.

In order to determine whether there is an excess or deficiency in retail use in the GMRP the following procedure was followed:

1. Number of families X average annual family income=Total annual family income.
2. 69% X Total annual family income=Total expenditures for consumer goods by GMRP families

(a) 69% is the proportion of a \$6,000 annual income which a family spends on consumer goods according to Nelson.

3. Retail volume annual expectancies are compared with result #2 to see what percent of consumer potential is being captured within Charleston and what percent is being spent elsewhere.

(a) The volume expectancies are arrived at by multiplying existing square footage in various types of consumer outlets by a dollar figure/square foot capacity set down by Nelson.

Assuming 5,500 families who have an average income of \$6,076, \$23 million can be spent annually on consumer goods and services by Charlestown residents. Only a third of this amount is presently being spent in Charlestown. See Chart No. 2 for a breakdown by type of store. Because of the community's proximity to downtown shops, and because some people will always spend some of their money away from their community, it would be unrealistic to aim at capturing more than 50% of the dollars which potentially are spent on consumer goods. Also implied is the type of retail use which could be expanded successfully in the community.

Food stores which presently are capturing less than a third of potential expenditures could be expanded by some 40,000 sq. ft. Other types of retail expansion based on a 20,000 person community by 1970 are more difficult to suggest for expansion. The drawing power of a new super-market with parking facilities, however, would present a large market to other small retail outlets located adjacent to it.

For planning purposes, a rough estimate of needed new retail space for every additional 1,000 families follows:

Assumptions:

- 1) Charlestown's average family income by 1970 \$ 7,000
- 2) 67% of a total annual family income will be
spent in retail outlets, amounting to 4,690,000
- 3) Charlestown can capture 50% of this money
or 2,345,000
- 4) A square foot of new retail space does an
average of \$100/year of business

Hence 23,450 sq. ft. of retail space can be supported by each additional 1,000 families in the GMRP.

Chart #1

Shopping Areas	Sullivan Sq.	City Sq.	Thompson Sq.	Bunker Hill Strip	Total
Total # occupied outlets	13	50	42	37	142
Total Sq. Ft. occ. outlets	15,110	100,119	55,799	30,157	201,185
Sq. ft. retail outlets	12,642	87,449	40,909	21,711	162,681
Percent retail outlets	84%	87%	73%	72%	80%
Sq. Ft. service outlets	2,468	12,700	14,890	8,446	38,504
Percent service outlets	16%	13%	27%	28%	20%
Total # vacant outlets	10	5	4	3	22
Total sq. ft. vacant outlets	7,370	2,185	9,000	1,975	20,530

Sources:

Sanborn Atlas
Type III BRA Survey

Chart No. 2 - Retail Analysis

	1960 total average family inc. expend.	Personal* expend.	Spending potential in C.	Existing sq. ft. (adjusted)	Net Sales* per sq.ft. (adjusted)	Volume per annum	Annual differ-- ence	Retail sq. ft. needed	Retail sq. ft. over or under
Food stores	26.95	9,006,151	18,785	150	2,817,750	6,183,401	41,256		
Eating & Drink	1.95	651,651	13,000	80	1,440,000	788,349			9,854
Apparel	7.13	2,382,703	12,000	60	720,000	1,662,703	27,711		
Paint & Hdw.	1.10	367,598	4,216	45	189,720	177,678	3,952		
Furn. & applia.	2.40	802,032	18,200	100	1,820,000	1,017,968			10,179
Auto pts & Acces.	33,418,000	.75	250,635	140	238,560	12,075	86		
Drugs	2.32	775,298	7,631	50	381,550	393,748	7,874		
Other stores	6.03	2,015,105	17,000	50	850,000	1,165,105	23,302		
	46.31	16,251,173	98,000	Average 84/sq.ft.	8,457,580				

Gas station 4.40
Dept. store --- Not included in the 8.25
Auto dealers above calculations 7.00

* Source: R. L. Nelson, The Selection of Retail Locations, 1958

Chart No. 3 - Retail Analysis

	# of Sullivan Sq.	# of City Sq.	# of Thompson Sq.	# of Dunker Hill	Sq. Footage	Total	Community
	Sts. sq. Footage	Sts. sq. Footage	Sts. sq. Footage	Sts. sq. Footage	Sts. sq. Footage	sq. ft. sq. Footage	sq. ft. sq. Footage
Food stores	1	600	4	10	11380	18785	
Eating & Drk.	13	16325* (4000)	7	4	2260	30246	18900*
Apparel	4	3754*	4	2	4470	15399	12000*
Paint & Hdw.	1	1920	3	1	522	4216	
Furn & Appl	4	11650	3			18200	
Auto Pts & Acc	1	6050				7631	
Drugs	1	600		1	384	1704	
Whds & Wareh	2	1625	2	1	400	8401	
Other stores	5	12220* (7000)	6	4	2295	24424	17000*
Total		54744			21711	129006	97536
Banking, R.E. Ins.	2	3800	3	1	345	10420	
Ldrs, clnrs, s.rep.	3	2450	3	5	2828	8948	
Barbers, Bty.sal.2	6	2775	3	4	1963	7276	
Commerc. entert. 1	1	1600				3350	
Prof. off.	2	2600	2	1	800	4150	
Gas stat. & Gar.	5	22875				22875	
Misc. Services	3	2475	3	3	2510	7560	
Misc. offices	3	6800	1	1		7600	
Total	59	45375	44	37	8446	72179	
		2468					
Grand Total:	15110	100119			30157	201185	

* Adjusted to that which serves the residential community

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Summary Sheet

Average family income - 1960	\$6,076
Median family income - 1960	5,500
Number of families - 1960	5,500
Total Retail Floor Space in 4 clusters	201,000 sq. ft.
" " " " " " " serving the residential comm.	126,000 sq. ft.
" " " " " " " serving more than residential comm.	75,000 sq. ft.
Existing square ft. in convenience type store	98,000 sq. ft.
Average net sales/sq. ft. presently in Charlestown	84 sq. ft.
Annual volume of sales based on existing sq. footage	8 million
Net percentage of family income that can be spent on consumer goods	69%
Charlestown residents now spending here and elsewhere on consumer goods	24 million
Being spent in Charlestown	1/3

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